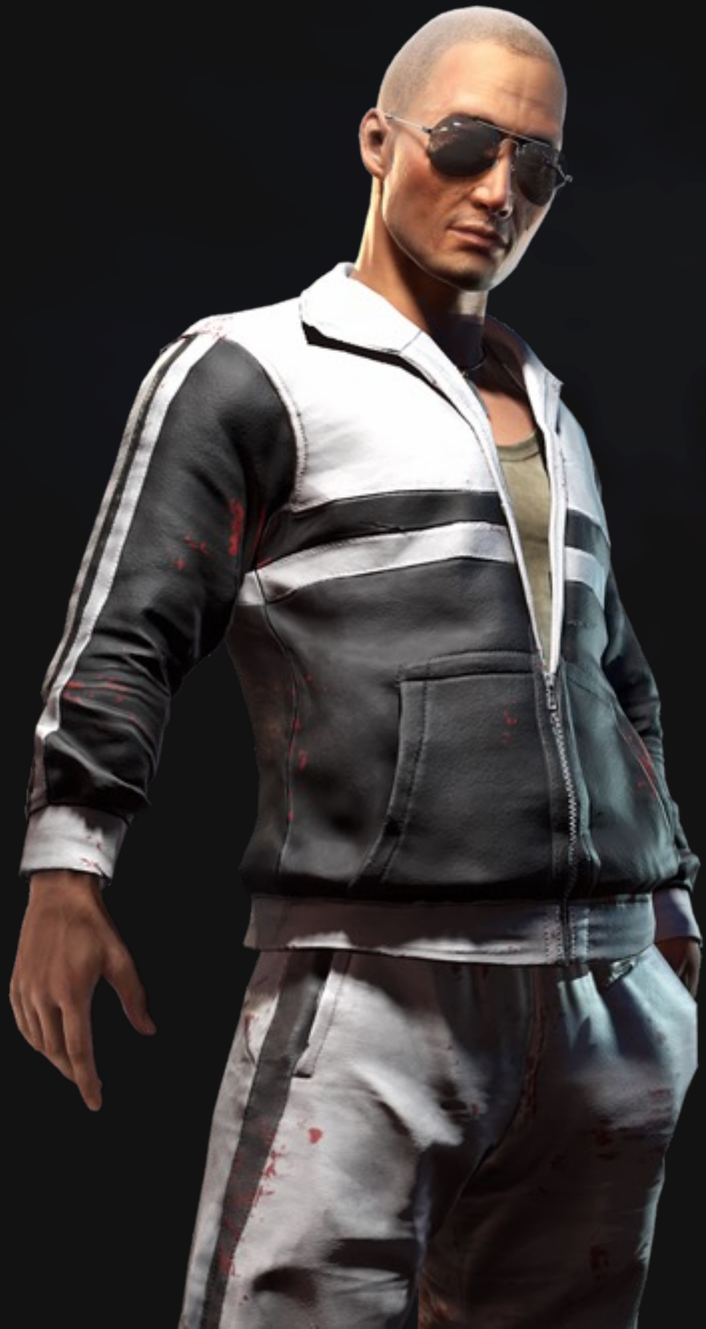


PUBG MOBILE

CORPORATE & BRAND GUIDELINES

LAST UPDATED: 07/29/2022

PUBG MOBILE

BRAND

GUIDELINE

PUBG MOBILE

PRIMARY LOGO

Use the colored logo as the primary logo when used on a black or dark background.

COLOR VARIATIONS

Use the black version of the logo over a white or light background.

Use the white version of the logo over a black or dark background as an alternative to the colored logo.

PRIMARY LOGO - CLEAR SPACE

MINIMUM LOGO SIZE

MINIMUM PRINT SIZE

The smallest the logo should be represented in print is 3/4" wide.

MINIMUM DIGITAL SIZE

The smallest the logo should be represented on digital/ interactive platforms is 60 pixels wide.

PUBG MOBILE

PRIMARY LOGO - UNACCEPTABLE LOGO USAGE

Don't rotate the logo.

Don't rotate the logo vertically.

Don't use the colored logo over a white or light background.

Don't squash or stretch the logo.

Don't use off-brand colors.

Don't use drop shadows

Logos should not be created arbitrarily. Always use official logo)

The logotype cannot be modified or typed in any other typeface.

Do not move or resize any of the elements on the logo.

PRIMARY LOGO - YT THUMBNAIL USAGE

165px

MINIMUM THUMBNAIL SIZE

The smallest the logo should be represented on thumbnails is 165 pixels wide.

LOGO PLACEMENT:

- Placement of the Secondary Logo should be consistent on all thumbnails in the corners of the composition.
- Reference PG.25 & 26 on proper usage of Secondary Logo.

SECONDARY LOGO

Use the colored logo as the primary logo when used on a black or dark background.

PUBG MOBILE Global Version need to use the Primary Logo in most cases, if we crossover with other IPs, and their logos are bigger/longer than the primary logo, we can use the second logo, but we have to get the approval by PUBG Corp.

COLOR VARIATIONS

Use the black version of the logo over a white or light background.

Use the white version of the logo over a black or dark background as an alternative to the colored logo.

SECONDARY LOGO - CLEAR SPACE

MINIMUM LOGO SIZE

MINIMUM PRINT SIZE

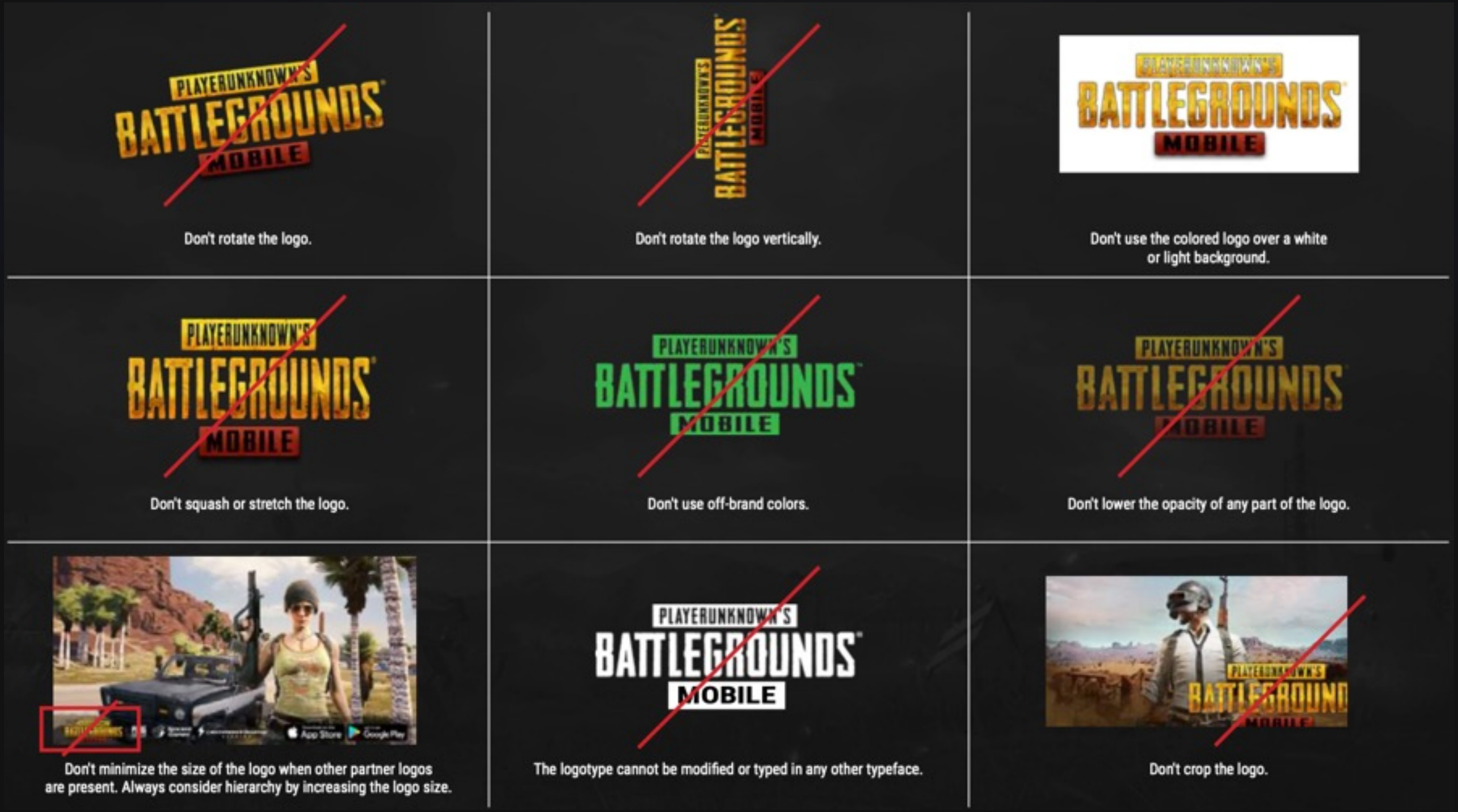
The smallest the logo should be represented in print is 1" wide.

MINIMUM DIGITAL SIZE

The smallest the logo should be represented on digital/ interactive platforms is 60 pixels wide.

PUBG MOBILE

SECONDARY LOGO - UNACCEPTABLE LOGO USAGE



PRIMARY LOGO

Use the colored logo as the primary logo when used on a black or dark background.

COLOR VARIATIONS

Use the black version of the logo over a white or light background.

Use the white version of the logo over a black or dark background as an alternative to the colored logo.

PRIMARY LOGO - CLEAR SPACE

MINIMUM LOGO SIZE

MINIMUM PRINT SIZE
The smallest the logo should be represented in print is 3/4" wide.

MINIMUM DIGITAL SIZE
The smallest the logo should be represented on digital/ interactive platforms is 60 pixels wide.

PUBG MOBILE LITE

PRIMARY LOGO - UNACCEPTABLE LOGO USAGE

Don't rotate the logo.

Don't rotate the logo vertically.

Don't use the colored logo over a white or light background.

Don't squash or stretch the logo.

Don't use off-brand colors.

Don't use drop shadows

Logos should not be created arbitrarily. Always use official logo)

The logotype cannot be modified or typed in any other typeface.

Do not move or resize any of the elements on the logo.

PUBG MOBILE

CI

Global Version

© 2022KRAFTON,Inc. All rights reserved. © 2018–2022 Tencent. All rights reserved.

© 2022KRAFTON,Inc. All rights reserved. © 2018–2022 Tencent. All rights reserved.

Taiwan Version

© 2022KRAFTON,Inc. All rights reserved. © 2018–2022 Tencent. All rights reserved.

© 2022KRAFTON,Inc. All rights reserved. © 2018–2022 Tencent. All rights reserved.

PUBG MOBILE

COLOR PALETTE

PUBG PRIMARY COLORS

PUBG ORANGE #F2A900
R: 242 G: 169 B: 0
PANTONE 130 C

PUBG BLACK #000000
R: 0 G: 0 B: 0
PANTONE PROCESS BLACK C

PUBG WHITE #FFFFFF
R: 255 G: 255 B: 255
PANTONE -

PUBG SECONDARY COLORS

PUBG GREY #222223
R: 34 G: 34 B: 35
PANTONE NEUTRAL BLACK C

PUBG TAN #9F967
R: 159 G: 150 B: 117
PANTONE 7536 C

PUBG GREEN #6A7353
R: 106 G: 115 B: 83
PANTONE 5615 C

PUBG MOBILE PRIMARY COLOR

PUBG RED #AB2328
R: 171 G: 35 B: 40
PANTONE 7621 C

COLOR USAGES

When creating PUBG branded items, PUBG's Primary Color Scheme should first be explored before exploring secondary colors.

Any secondary colors are subject to approval by PUBG and should still be used in tandem with PUBG Primary Colors, to accentuate or increase readability.

An example of a usage of the secondary colors would be:

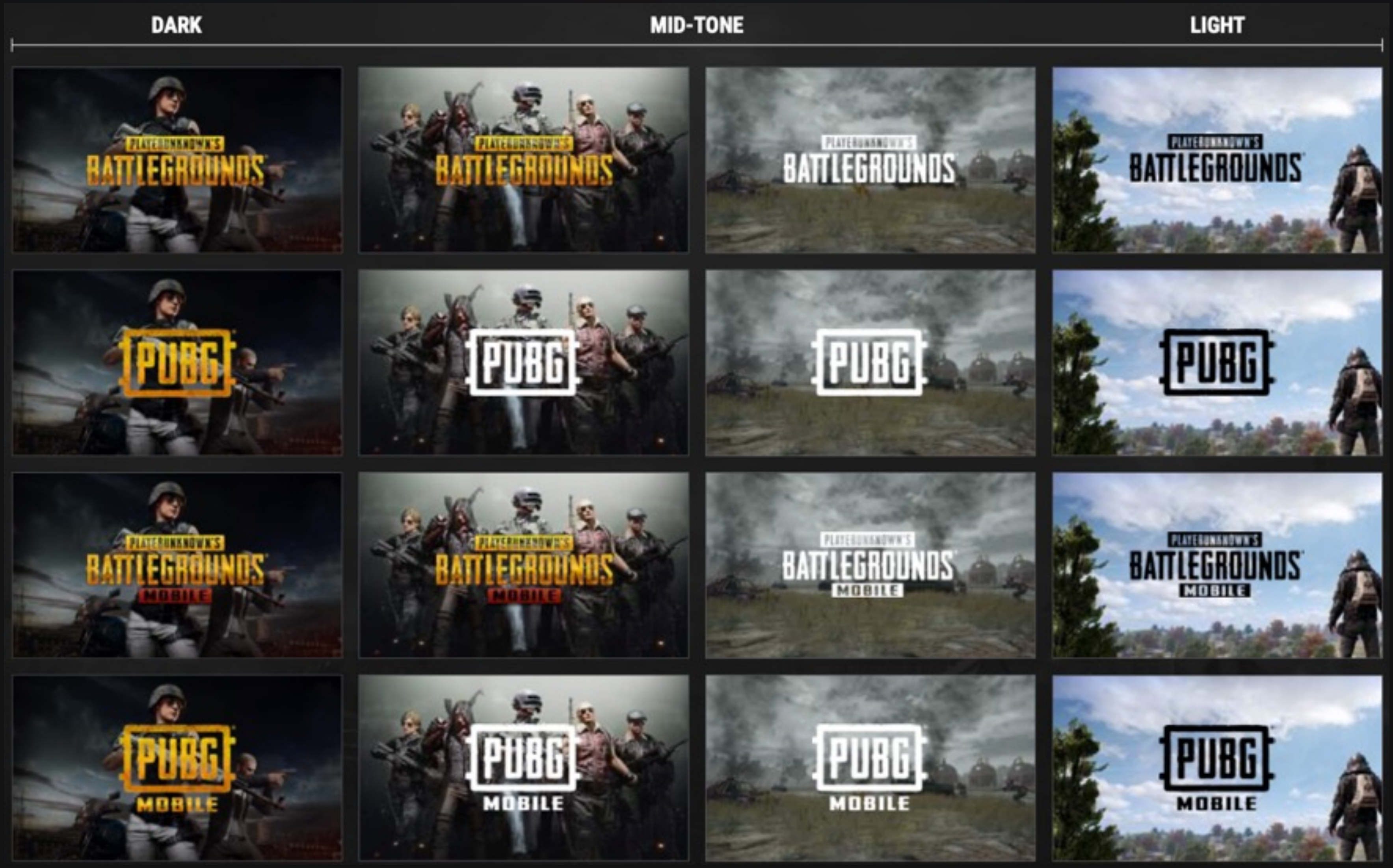
- Another color is needed to assist with readability
- Another color is used to accent a primary color

PUBG MOBILE

BACKGROUND COLOR LOGO CHART

PUBG MOBILE

BACKGROUND IMAGE LOGO CHART



TYPOGRAPHY

HEADLINE / TITLE	**AGENCY FB BOLD** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
ALTERNATIVE HEADLINE (USED FOR PROMOTIONAL/MARKETING MATERIALS)	**HEADLINER NO.45** ABCDEFGHIJKLMONPQRSTUVWXYZ 0123456789
SUB-HEADER	**AGENCY FB REGULAR** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
BODY TEXT	**ROBOTO CONDENSED REGULAR** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

PUBG MOBILE

TYPOGRAPHY (INTERNATIONAL)

<table>
<tr><th>LANGUAGE</th><th>Headline</th><th>Body</th></tr>
<tr><td>EN</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>ID</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>PT</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>DE</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>FR</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>ES</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>MR</td><td>Headliner No. 45</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>VI</td><td>Extra Condensed Black</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>TR</td><td>Extra Condensed Black</td><td>Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>RU</td><td colspan="2">Roboto Condensed-Bold
Roboto Condensed-Regular</td></tr>
<tr><td>AR</td><td colspan="2">Noto Sans Arabic UI Cn Md</td></tr>
<tr><td>CHS</td><td colspan="2">Noto Sans SC Bold</td></tr>
<tr><td>CHTHK</td><td colspan="2">Noto Sans TC Bold</td></tr>
<tr><td>CHTTW</td><td colspan="2">Noto Sans TC Bold</td></tr>
<tr><td>TH</td><td colspan="2">PSL font</td></tr>
<tr><td>KR</td><td colspan="2">Noto Sans KR Bold</td></tr>
<tr><td>JP</td><td colspan="2">Noto Sans JP Bold</td></tr>
</table>

PUBG MOBILE

KEY ART

Whenever possible, the primary art should be the first choice for the visual representation of the game.

Primary logo placement for other artwork used in events or marketing.

Alternative logo placement for other artwork used in events or marketing.

PUBG CORPORATION

CORPORATE

GUIDELINE

PUBG CORPORATION

LEGAL GUIDELINES

The legal copy should appear on all first or third party PUBG marketing materials, localized by region. This includes packaging, promotional items, and any place where the associated brand marks or intellectual property are present. If any other franchise from the PUBG universe is mentioned,
the legal line will need to be amended to reflect that.

©2017 KRAFTON, Inc.
PLAYERUNKNOWN'S BATTLEGROUNDS and PUBG are registered trademarks or service marks of KRAFTON, Inc.

LEGAL GUIDELINES:

Use KRAFTON, Inc. CI + Copyright on all promotional materials and websites on principle.

OFFICIAL CORPORATE NAME IN ENGLISH:

KRAFTON, Inc.

COPYRIGHT:

© 2021 KRAFTON, Inc. All rights reserved.

or

© 2021 KRAFTON, Inc.

TRADEMARK:

All digital forms of the brand identity must include their respective registered trademarks, trademarks or service marks. Merchandise can be an exception, but must be reviewed and approved by KRAFTON, Inc.

PUBG CORPORATION

LEGAL GUIDELINES

KRAFTON, Inc. owns all rights and intellectual property rights in and to the PUBG®, PLAYERUNKNOWN’S BATTLEGROUNDS, 배그®, 배틀그라운드®, 绝地求生®.

RULES FOR PROPER USAGE:

Use the trademarks as adjectives followed by appropriate nouns.
Use the correct spelling and format of the trademarks and logos.
Use the trademarks as the original format except for adjusting the overall size.
Use the appropriate trademark symbol TM, ® in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
Use the trademarks and logos in the correct contexts.

DO NOT:

Use the trademarks and logos as verb or noun.
Use the trademarks and logos in a plural or possessive or hyphenated form.
Use the trademarks and logos combined with any other mark, hyphenated, abbreviated or displayed in parts. Use the trademarks and logos in false or misleading advertising.
Mimic any PUBG branding in non-PUBG materials.
Use a PUBG Mark in the domain name of your website’s URL without permission.

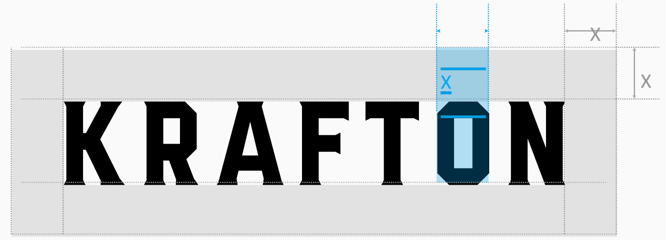
KRAFTON Logo

KRAFTON

Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

KRAFTON 20px/3mm

Basic Logo



Clear Space

Color Regulation

A

In black background please use white or gray logo.

B

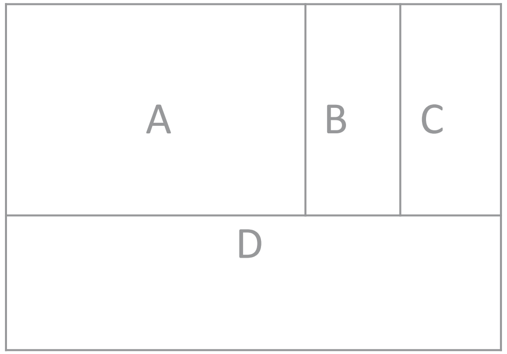
In white background please use black or gray logo.

C

In gray background please use white or black logo.

D

We suggest to use black logo on the 90%-50% brightness background, and to use white logo on the 40%-0% brightness background.



Incorrect Usage

不准使用任意变更形态的
Logo。

不准使用任意变更形态的
Logo。

不准使用任意变更比例的
Logo。

不准使用空心形态的
Logo。

不准使用色彩不是品牌指定颜
色的Logo。

不准部分修改Logo的颜色。

Incorrect Usage

不准使用色彩渐变的Logo。

不准使用看不清Logo的背景色。

不准在复杂的背景上使用Logo。

不准在Logo上适用图案。

不准在Logo上适用效果。

不准在Logo上适用透明度。

Color Palette

Black			
	C 0	R 0	
	M 0	G 0	
	Y 0	B 0	
	K 100		

Gray	C	0	R	153
	M	0	G	153
PANTONE Cool Gray 7 C	Y	0	B	154
#949495	K	55		

Light Gray	C	0	R	239
	M	0	G	239
PANTONE Cool Gray 1 C	Y	0	B	239
#EFEFEF	K	10		

White	C	0	R	255
	M	0	G	255
	Y	0	B	255
#FFFFFF	K	0		